



BRIGHTTV VIEWERSHIP PROJECT DOCUMENT



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Contents

Objective	2
Tools Used	2
Methodology	2
➔ Checking the completeness of the data.....	2
➔ Processing and Data transformation	2
Insights.....	4

Objective

Provide key insights to empower the CVM team in increasing subscriptions for current FY

Tools Used

Excel

Snowflake

PowerBI

PowerPoint

Methodology

➔ Checking the completeness of the data

Checked the number of records , the nulls on excel before uploading the data on snowflake

➔ Processing and Data transformation

Created a temporary table and added the data from user profile and viewership tables inner join, and renamed the nulls and nones as 'other' in the same query,

```
--creating a temp table , Cleaning and joining the tables ( never work on the original)
create or replace Temporary table viewers_temp_tbl as (

SELECT
  A.UserID,
  A.Name,
  A.Surname,
  A.Email,
  CASE
    WHEN A.Gender IS NULL OR A.Gender = 'None' THEN 'other'
    ELSE A.Gender
  END AS Gender,
  CASE
    WHEN A.Race IS NULL OR A.Race = 'None' THEN 'other'
    ELSE A.Race
  END AS Race,
  A.Age,
  CASE
    WHEN A.Province IS NULL OR A.Province = 'None' THEN 'other'
    ELSE A.Province
  END AS Province,
  B.Channel12 AS Channel,
  B.RecordDate2 AS Date,
  B.DURATION_2 AS Duration
FROM
  viewers_tbl AS A
INNER JOIN viewership_tbl AS B
  on A.USERID = B."UserID"
)
```

BrightTv Viewership Analysis

Updated the Timestamp to UTC +2

```
-- converting UTC to african time
UPDATE viewers_temp_tbl
SET Date = CONVERT_TIMEZONE('UTC', 'Africa/Johannesburg', TO_TIMESTAMP(Date, 'MM/DD/YYYY HH24:MI'));
```

Created Time and Date column to split the timestamp into two columns

```
--Adding Column table
```

```
ALTER TABLE viewers_temp_tbl
ADD COLUMN Time TIME;
```

```
ALTER TABLE viewers_temp_tbl
ADD COLUMN The_date DATE;
```

Updated the columns by adding the data from the timestamp

```
-- Timestamp to time
UPDATE viewers_temp_tbl
SET Time = TO_CHAR(TO_TIMESTAMP(Date, 'YYYY-MM-DD HH24:MI:SS.FF3'), 'HH24:MI');
```

```
-- Timestamp to Date
UPDATE viewers_temp_tbl
SET The_date = TO_CHAR(TO_TIMESTAMP(Date, 'YYYY-MM-DD HH24:MI:SS.FF3'), 'YYYY-MM-DD');
```

Queried a Data from the Temporary table and added the bucket to categorize the age , Times and Duration

```
select userid,name,Surname,Email,gender,race,age,province, channel,the_date,time,
duration,

-- case to classify the age
case
  when age = 0 then 'Age_Not_Specified'
  when age between 1 and 12 then 'Children'
  when age between 13 and 17 then 'Teenagers'
  when age between 18 and 24 then 'Young_Adults'
  when age between 25 and 59 then 'Adults'
  else 'Seniors'
End as Age_groups,

-- to classify the shows per channel
CASE
WHEN Time::TIME BETWEEN '05:00' AND '11:59' THEN 'Morning_Shows'
WHEN Time::TIME BETWEEN '12:00' AND '19:59' THEN 'Afternoon_Shows'
WHEN Time::TIME BETWEEN '20:00' AND '22:59' THEN 'Primetime_Shows'
ELSE 'Midnight_Shows'
END AS Shows,
```

BrightTV Viewership Analysis

```

CASE
  WHEN DATE_PART('HOUR', Duration::TIME) = 0 AND DATE_PART('MINUTE', Duration::TIME) < 30 THEN '< 30 M'
  WHEN DATE_PART('HOUR', Duration::TIME) < 1 THEN '< 1H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 2 THEN '< 2H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 3 THEN '< 3H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 4 THEN '< 4H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 5 THEN '< 5H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 6 THEN '< 6H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 7 THEN '< 7H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 8 THEN '< 8H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 9 THEN '< 9H'
  WHEN DATE_PART('HOUR', Duration::TIME) < 10 THEN '< 10H'
  ELSE '> 10H'
END AS Watch_duration

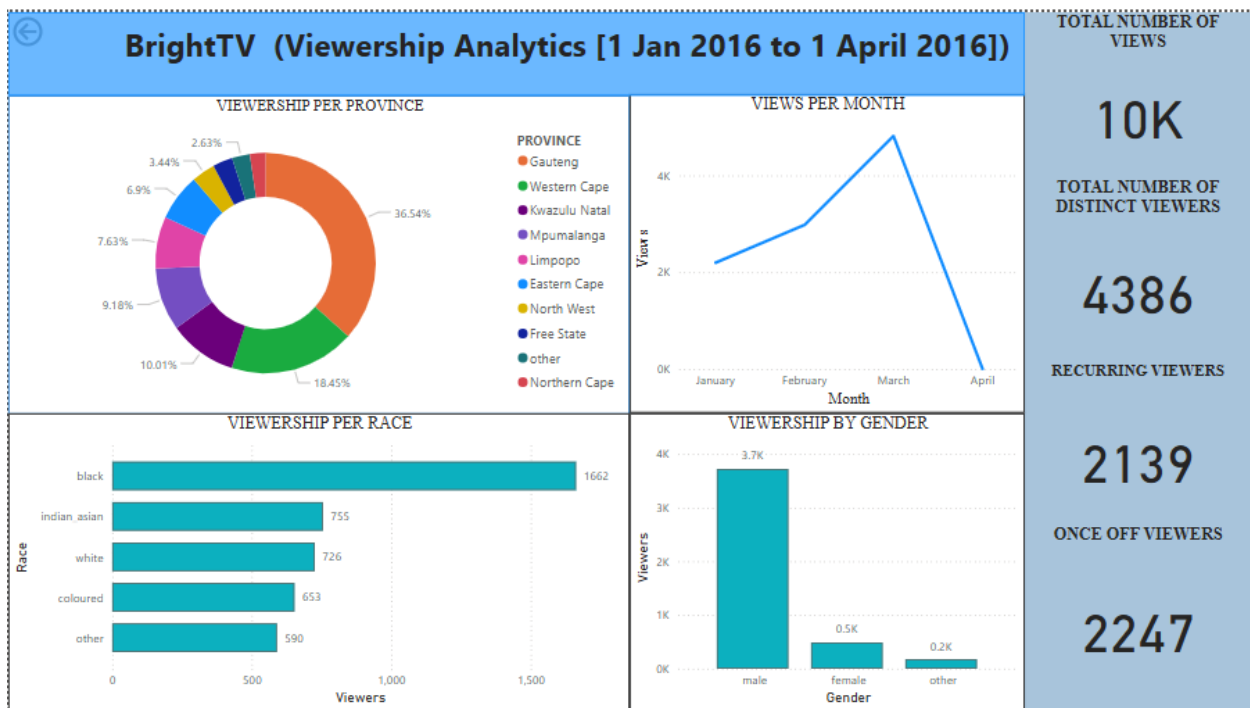
from viewers_temp_tbl

```

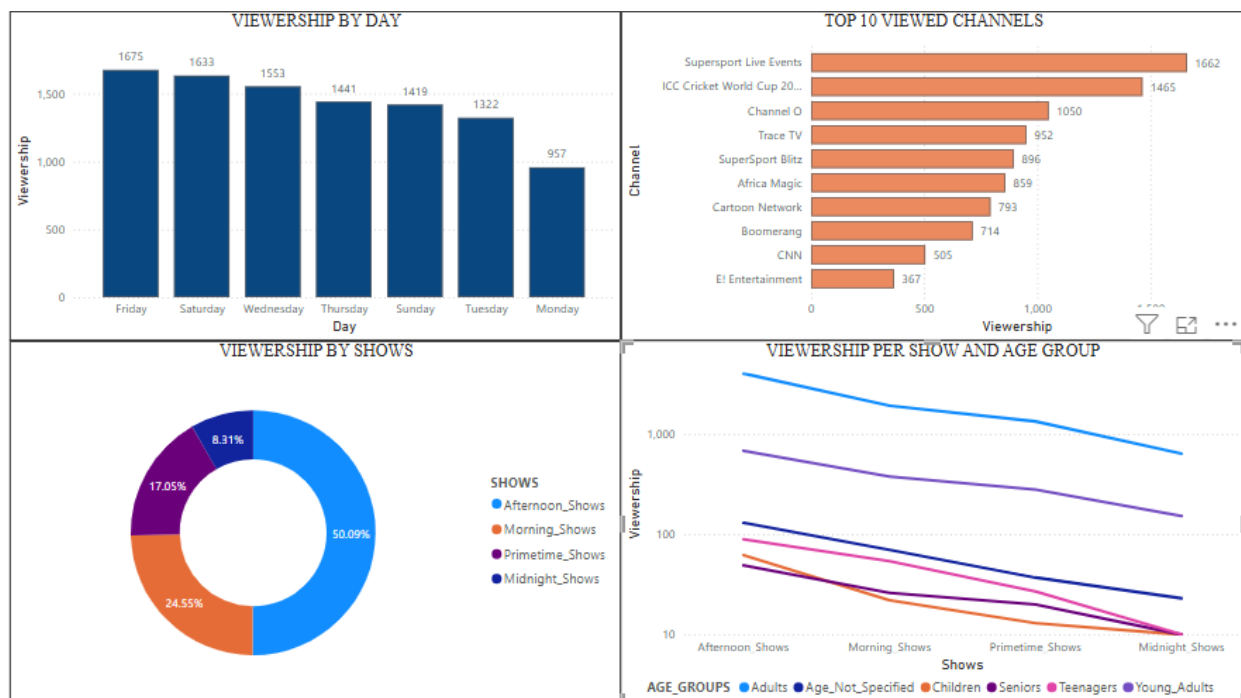
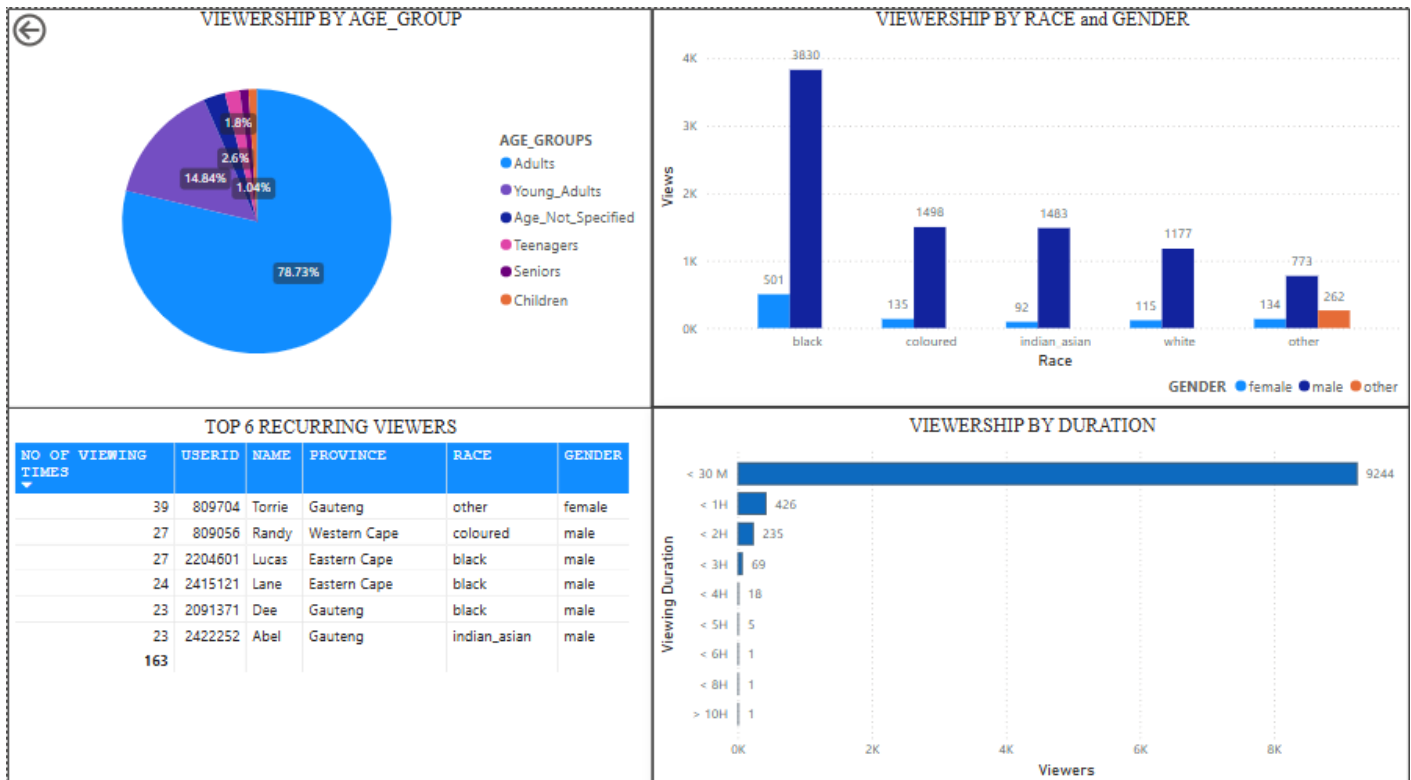
Extracted the Data from Snowflake

USERID	NAME	SURNAME	EMAIL	GENDER	RACE	AGE	PROVINCE	CHANNEL	DATE	TIME	DURATION	AGE_GRP	SHOWS	WATCH_DURATION	CHILLAR
97	Lucas	Woolard	LucasA23	male	coloured	48	Free State	SuperSport	2/4/2016	6:40:00	0:03:12	Adults	Morning	< 30 M	Not_Chiller
132	Carter	Wigfall	CarterA33	male	black	45	Gauteng	Boomerang	1/11/2016	22:55:00	0:11:51	Adults	Primetime	< 30 M	Not_Chiller
212	Kyle	Martello	KyleA63	male	black	41	Gauteng	CNN	1/29/2016	19:15:00	0:21:57	Adults	Afternoon	< 30 M	Chiller
212	Kyle	Martello	KyleA63	male	black	41	Gauteng	CNN	1/6/2016	11:48:00	0:06:01	Adults	Morning	< 30 M	Chiller
249	Markus	Wigfall	MarkusA1	male	black	40	Gauteng	ICC Cricket	3/15/2016	17:33:00	0:09:20	Adults	Afternoon	< 30 M	Not_Chiller
483	Hyman	Lavoie	HymanA8	male	coloured	34	Western Cape	CNN	2/26/2016	16:13:00	0:00:00	Adults	Afternoon	< 30 M	Not_Chiller
649	Bret	Gettys	BretA313	male	black	31	Mpumalanga	Africa Magic	1/1/2016	13:35:00	0:01:32	Adults	Afternoon	< 30 M	Chiller

Insights



BrightTv Viewership Analysis



ON THE POWER POINT PRESENTATION